



changing the game

Marketing Flash

April 2010

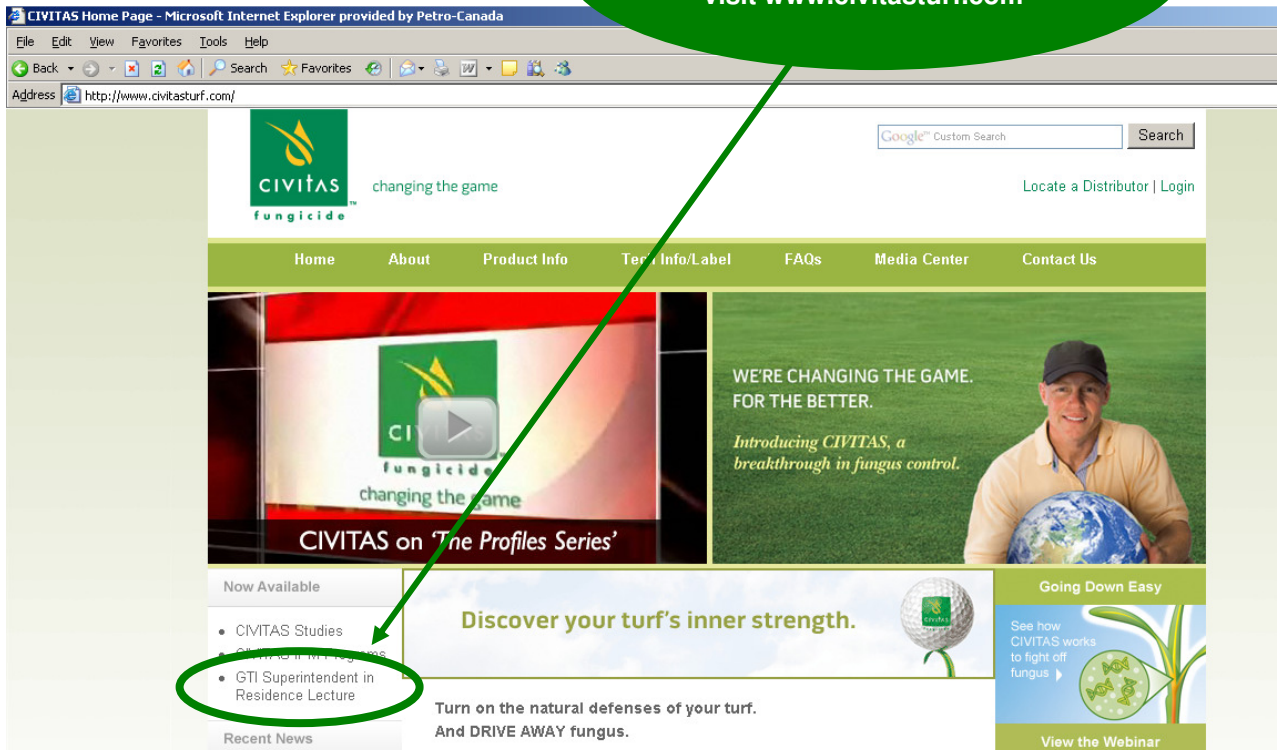
CIVITAS highlighted by Jeff Carlson

Jeff Carlson, Superintendent in Residence for the Guelph Turfgrass Institute speaks about his CIVITAS trial at The Vineyard Golf Club, shows pictures of disease control and shares his ‘hopeful’ outlook for pest management without the use of synthetic chemicals as he continues to trial CIVITAS over the next few years.

Jeff Carlson, winner of the President’s Award for Environmental Stewardship from the Golf Course Superintendents Association of America, has spent the bulk of his 40-year career on Cape Cod at the Brewster Golf Course (now the Ocean Edge), where he had to deal with strict environmental regulations. In 1998, Carlson was fundamental to the development of Widows Walk, America’s 1st environmental demonstration course. Carlson was previously awarded the "Environmental Leader in Golf" for Private Clubs from Golf Digest/GCSAA and went on to win the GCSAA Environmental steward award.

CIVITAS is proud to be trialled by Jeff Carlson at the Vineyard Golf Club.

To view the webinar and see how CIVITAS continues to change the game, visit www.civitasturf.com



Unlike traditional chemicals, which kill fungal disease, CIVITAS triggers induced systemic resistance in the grass to defend against fungus attack. It basically boosts the plant's immune system so the plant itself fights off disease. Since the fungus can't gain a foothold on the grass, it dies off.

For more information, visit www.civitasturf.com

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